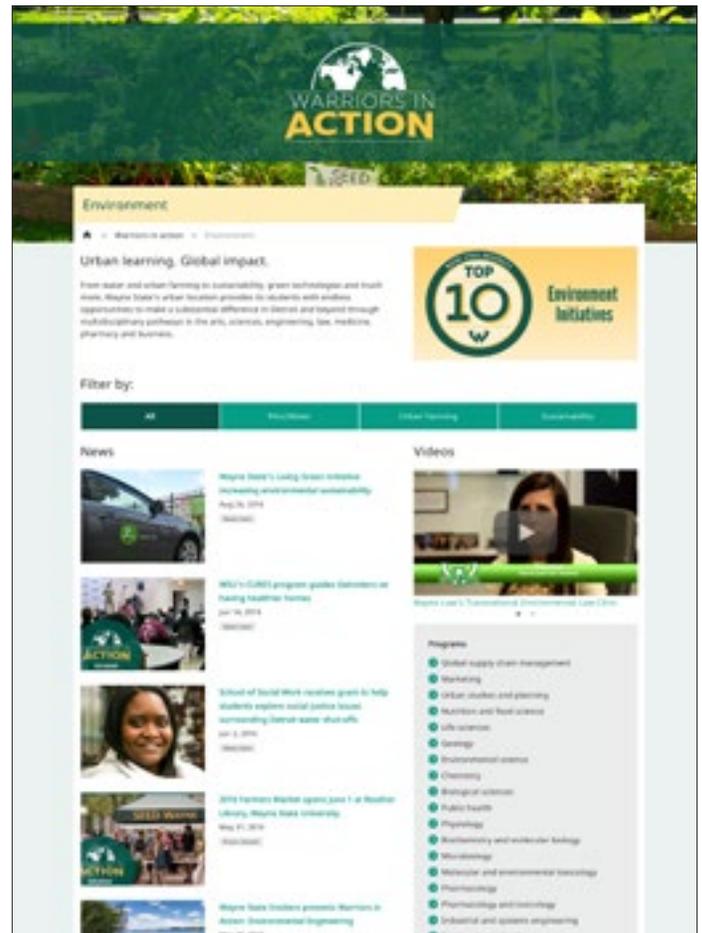
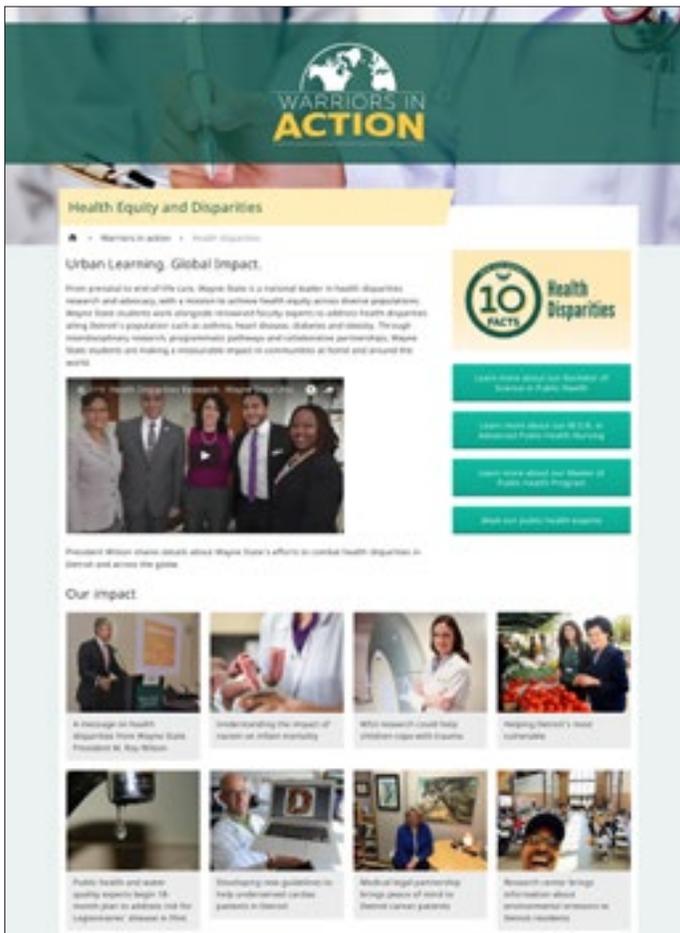




MARKETING AND COMMUNICATIONS FALL 2016



URBAN LEARNING. GLOBAL IMPACT.



This year, we launched a coordinated effort to showcase Wayne State's urban learning, global impact and interdisciplinary expertise through the Warriors in Action campaign. Highlighting research, community outreach, standout students and faculty experts, we worked closely with schools and colleges to call attention to key areas where Wayne State excels. In the spring, we featured Wayne State's positive impact on the environment. From exploring the advantages of edible insects with anthropology professor Julie Lesnik to profiling grad student Jared Talaga's work alleviating food scarcity, we made it clear that Wayne State is a leader in sustainability and the study of our environment. In late summer through fall, we've put the focus on our commitment to health equity in Detroit and around the world. From prenatal to end-of-life care, from legal advocacy to medical outreach, Wayne State is a national leader in addressing health disparities, and we're putting that leadership on display. Over the next year, Warriors in Action will highlight the university's interdisciplinary excellence in automotive and manufacturing, entrepreneurship and data analytics, human services and education, and language and the arts.





MARKETING STRATEGY / ADVERTISING



We continue to explore new ways to promote Wayne State in our community and across Michigan. Our outdoor advertising campaign makes an impression on travelers heading up north and out west, while digital and print advertisements showcase Wayne State's academic excellence and unparalleled opportunities to diverse audiences. Prospective students and proud alumni see the green and gold as they settle in front of the silver screen. And local efforts keep donors, employers and partners aware of the important role we play in Detroit's resurgence.



WE FILL YOUR BRAIN WITH KNOWLEDGE

And then give you a chance to yell your head off.

WSU Warrior Football games are a great chance to experience some of the great culture of our university and our campus. Yell, scream, cheer and then explore the rest of the campus. It's the home of the only major research university in Michigan that's in the heart of one of America's greatest cities. For tickets, click wsuathletics.com



AIM HIGHER

OCT 22 WARRIORS vs SVSU — NOV 12 WARRIORS vs GVSU

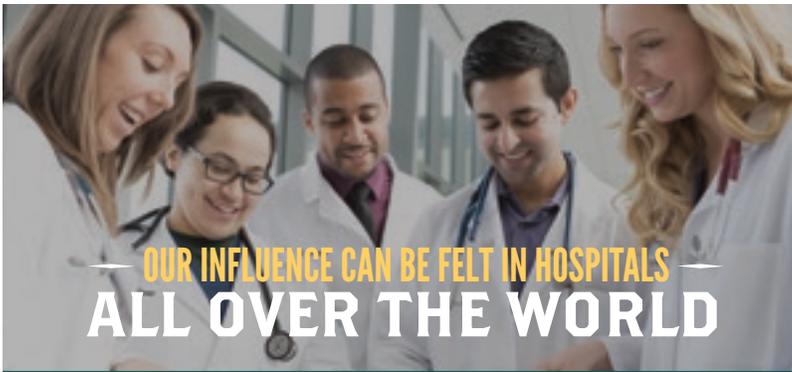


AT MOST UNIVERSITIES, STUDENTS PREPARE FOR THE REAL WORLD. — HERE, THEY EXPERIENCE IT.

Detroit isn't just Wayne State University's home—it's who we are. Here, students gain an education in and out of the classroom, applying new skills through partnerships with nearby hospitals, businesses and theatres. They conduct groundbreaking research and exchange ideas with students from around the world. When they leave, they're ready to make the world a better place. And it all starts in one of the nation's most vibrant cities — Detroit.



AIM HIGHER
wayne.edu



OUR INFLUENCE CAN BE FELT IN HOSPITALS ALL OVER THE WORLD

Wayne State University is the state's home for health.

If you want to have an impact on both your community and the world, Wayne State is the choice to help you follow that path. From medicine and nursing to pharmacy and social work, the mission of our schools is to be a force for change for every student, in every community, everywhere around the world. To learn more, click wayne.edu



AIM HIGHER



Showcase

GOOD NEWS FROM WAYNE STATE UNIVERSITY



Shining example
Business alum is honored for a stellar career

Page 2

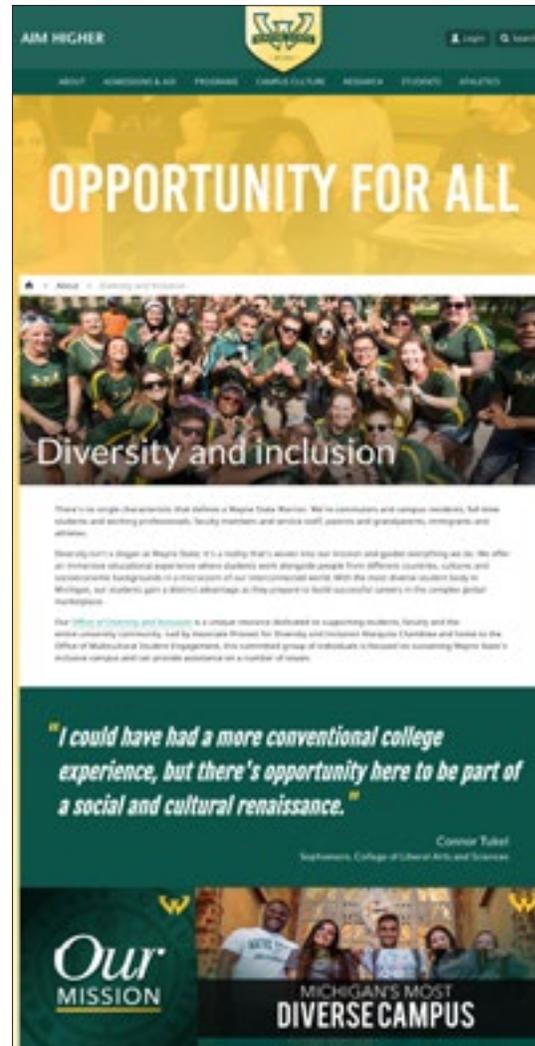
Above: Print ads touted Wayne State's unique campus life and world-class academics, prompting readers to visit for a football game or explore degree offerings in health sciences.

Right: Ads promoted Wayne State's place in the city while sponsoring the Crain's Detroit Business Homecoming. And we continue to profile the university's vibrant Jewish community in *Wayne State Showcase*, an eight-page quarterly insert in the Jewish News.

IMPROVING OUR FIRST IMPRESSION



The “about” section of a website is often the first place online visitors go to get a feel for an organization. Over the summer, we overhauled our introduction on the web, taking the wayne.edu about page to a visually striking and functionally interactive setup that encourages users to explore Wayne State’s remarkable history, distinct opportunities and defining characteristics.



Left: The new main page of the about section features interactive “tiles” that combine appealing design with a hover functionality to help tell the Wayne State story.

Above: New child pages offer a deeper dive into Wayne State’s mission, history, leadership, location, commitment to diversity and inclusion, and excellence in academics and research.



ENROLLMENT MANAGEMENT



We continue to work with the offices of Undergraduate Admissions, Graduate Admissions, Educational Outreach and other important divisions to show prospective students why a Wayne State education will set them apart. From high schoolers ready to chase their dreams to transfer and graduate students looking to take the next step, we provide the information they need to be successful. Print materials encourage students and families to explore Wayne State and guide them when they visit campus, while digital communications and ongoing enhancements to wayne.edu make sure students can access everything from applications to a financial aid forms quickly and easily. Our collaborative efforts in this area have contributed to the university's first enrollment increase in seven years.



Top: Messages encouraged students to visit campus during Fall Open House (left) and let them know when a Wayne State admission counselor will visit their school (right).

Bottom: Print communications kept high school guidance counselors informed about important WSU news (left) and invited them to campus to learn more about the admission process and unique opportunities for their students (right).



Wayne State University ONTARIO OPEN HOUSE

Thursday, November 17, 3-6 p.m.
St. Clair College Centre for the Arts
201 Riverside Drive West, Windsor

An international education opens the door to the world – and the U.S. job market – so attend Wayne State University's Open House to find out how to get started on your bachelor's degree. WSU is a premier urban research university and a popular choice for Canadian students.

Explore our 380 degree programs, including

- Health sciences
- Pharmacy
- Engineering

Learn about financial aid resources

- Great Lakes Tuition Award for Ontario undergrads
- OSAP
- Scholarships

Talk to

- Admissions representatives
- Academic advisors
- Office of International Students and Scholars staff
- Canadian faculty and students

Attend Open House and your application to Wayne State will be FREE!

Register today: go.wayne.edu/ontario-open-house

Questions? Email the Office of International Programs at oiip@wayne.edu



Left: James Matari, Windsor Community Health, Emergent Class of 2018
Right: Ryan Eddy, Windsor Biological Sciences, Class of 2018, 2013 Student Science



Emily Margman, Scottish Marketing, Class of 2016, Windsor Incoming



AIM HIGHER

Wayne State University GREAT LAKES AWARD

A special tuition rate for Ontario



Nicolas Smith, Windsor Student Pharmacist, Vice President, Doctor of Pharmacy, Class of 2008

Residents of Ontario save thousands of dollars by taking advantage of Wayne State's Great Lakes Tuition Award, which dramatically reduces the cost of an international education.

Undergraduate degree-seeking students in any major who live in Ontario receive this award, whether freshmen or transferring from another institution.

Students who take advantage of the Great Lakes Award also may qualify for scholarship assistance.

Wayne State University accepts OSAP (Ontario Student Assistance Program) funding from those who qualify. Students are encouraged to apply for OSAP at least three months prior to the start of classes.

Application deadlines:

- Fall (September-December) Aug. 1
- Winter (January-April) Dec. 1
- Spring/summer (May-August) April 1

An international degree opens the door to the world – and the U.S. job market – so get started on your bachelor's degree today! Take a virtual tour and apply at wayne.edu/admissions.



Two semesters at Wayne State (30 credits)

International Students	\$27,500
Great Lakes Award, Ontario residents	\$11,900

Based on fall 2016 tuition rates.



AIM HIGHER

Engaging the
WORLD
from the heart of
DETROIT




A GLOBAL IMPACT

Wayne State has a dynamic influence reaching far beyond the nation's borders. Faculty and staff work closely with universities and other partners around the world to exchange ideas and conduct research that brings change and makes a difference. The Office of International Programs is the nexus for the university's ongoing global efforts, expanding beyond the Detroit campus and ensuring that Wayne State is a destination for international teachers and learners.

24 | Wayne State University

Top: Canadian students receive information about the unmatched opportunities available to them at the premier research university right across the border.

Bottom: A 44-page print piece for international audiences helps students and institutional leaders from different countries discover the global impact of a Wayne State education.



The English Language Institute helps international students and faculty improve cross-cultural communication.

The Global Festival is a celebration of international programs, serving students such as Safa Khan from India and Caroline Johnson from South Africa by providing them with resources and opportunities.

Milton Dhillon is a mechanical engineering student who joined from the University of Toronto, bringing to WSU other amazing students from Wayne in Detroit, an intensive summer language program.

Lisa Kyle coordinates international student and campus life for the Office of International Programs.

Christian Adenias is currently serving as an MBA Intern, School of Business, and is studying abroad programs in China.

College of Engineering

Geology Professor Mark Beckert is a foreign scholar, brought and conducted research at Ege University in Izmir, Turkey.

Foreign Language Career Day connects and equips students of companies that need multilingual employees.

School of Medicine student Bhavika Chappal is a medical research intern, sponsored by the research, World Health Organization.

Detroit, Michigan USA | 35



YOUR NEXT STEP BEGINS **HERE**

There's no better place to continue your education than Wayne State University. Here, in the heart of Detroit, you'll conduct groundbreaking research alongside faculty experts, gain experience with the nation's best hospitals and businesses, and collaborate with students from around the world. Wayne State is also one of only a select few universities to receive the Carnegie Foundation's highest classifications for research and community service, proving that our work makes a difference in the classroom and in the real world.

Get started at gradschool.wayne.edu.

YOUR NEXT STEP BEGINS HERE.

Graduate Open House

Friday, Sept. 30, 2016
3-6 p.m.
Student Center Building

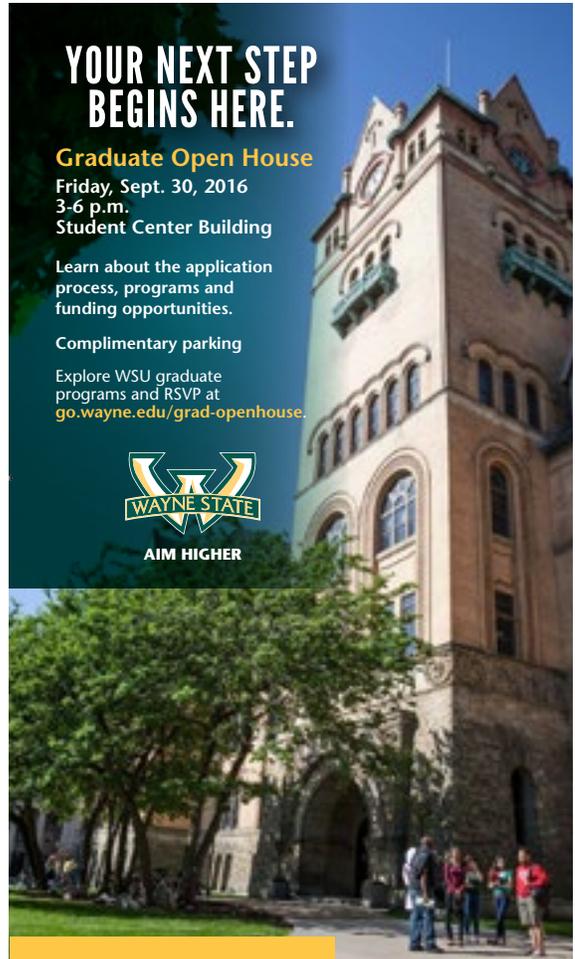
Learn about the application process, programs and funding opportunities.

Complimentary parking

Explore WSU graduate programs and RSVP at go.wayne.edu/grad-openhouse.



AIM HIGHER



Print communications help those thinking about a graduate degree consider advancing their education at Wayne State and invite them to campus to learn more.



SCHOOL/COLLEGE SUPPORT



We provide comprehensive marketing and communication support to our 13 schools and colleges, working closely with deans, department chairs, faculty and staff on everything from email campaigns, conference agendas, event invitations and newsletters. Our school and college partners work directly with students every day to solve problems and support their goals, and we're proud of the collaborative relationships we've established.



Urban Clinical Excellence

When you choose to become a doctor, you choose a call to serve. A commitment to the community has been at the core of our mission since 1828. That's why clinical research is a focus of the M.D. curriculum, providing you with clinical experience as you go. You'll gain hands-on experience in our program's rigorous classroom, hospital programs, students for residents through basic and evidence-based learning.

Curriculum experiences include:

- First Patient Project**
 - Collaborate with fellow students in a project or case study under the guidance of faculty, residents and faculty or medical faculty.
 - Faculty will present their projects during an annual seminar, with the opportunity to publish their findings in established journal publications.
- Outreach**
 - Participate through more than 30 student-run clinics and medical outreach organizations.
 - Gain valuable clinical experience by providing needed care to Detroit's underserved populations.
- Learning Communities**
 - Collaborate with your peers and mentors to study, socialize and problem-solve together in small groups or "Voyage Houses."
- Co-Curricular Program**
 - Through the Co-Curricular Program, you have a unique opportunity to engage with the community as you fulfill degree requirements and build an impressive work portfolio during your 4th year.
 - Care for vulnerable populations and underserved patients such as the elderly, homeless, disabled and handicapped.
 - Work with service organizations at community health fairs.
 - Participate in health fairs, health fairs, health fairs, health fairs.
 - Work at local schools.
 - Volunteer at soup kitchens, food banks and in local neighborhoods.

The city is our campus

From coffee to nature trails, there's so much to see and do in Detroit. Our campus is located in the heart of the city center, just 10 minutes from the downtown skyline. A vibrant hub of culture, entertainment and opportunity, Detroit has the spirit, passion and excitement of downtown, Michigan is a treasure of art, culture, entertainment and opportunity.

We also located within one of the largest concentrations of major urban medical facilities in the country. And we bring world-class performance with these medical facilities. Our professional and you won't find anywhere else. Detroit is a city of opportunity and growth, and the School of Medicine is at the heart of it all. Join us and take part in the excitement of a great Detroit life.

Clinical partners

- The Henry Ford Medical Center
- Beaumont Health System
- Columbia Hospital Medical Center
- Beaumont Hospital
- St. Joseph Mercy Health System
- St. John Hospital and Medical Center
- St. Joseph Mercy Health System

Midtown Detroit

More than **3 million** annual visitors

340 total businesses and growing

400+ public performance, exhibits and cultural events annually

400+ acres of parks and green space

Admissions by the numbers

- Class size: **290**
- Average GPA: **3.7**
- Average MCAT percentage: **79%**
- \$2.3 billion** in development in the last 10 years

The School of Medicine evaluates candidates through a holistic admission process, in addition to fulfillment of all admission requirements, your state score — including your state average, School of Medicine Admission Test (SMAT) score, personal experience and academic, extracurricular and interview results — will be considered.

Wayne State
School of Medicine
Office of Diversity and Inclusion

Ensuring access to urban clinical excellence in the heart of Detroit

Dr. Herbert Smitherman, Vice Dean
Dr. Andrea Matthews, Director
Mazurek Medical Education Commons
540 E. Canfield, Suite 1374
Detroit, MI 48201
313-577-1598
diversity@med.wayne.edu
diversity.med.wayne.edu

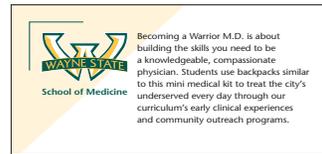
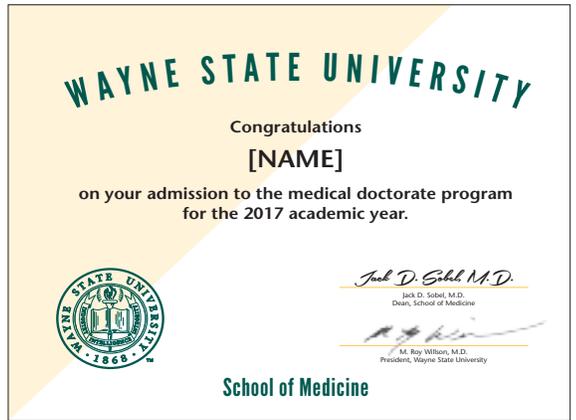
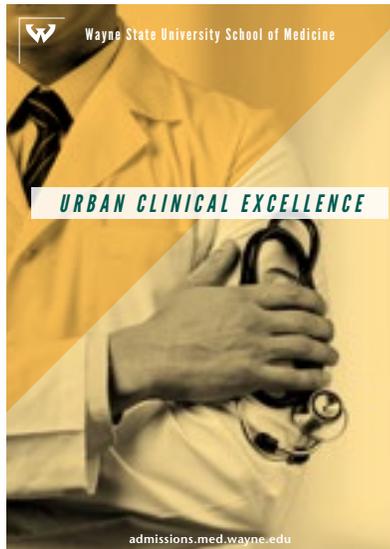
No matter your background, pursuing a medical degree is possible.

Wayne State University School of Medicine

BECOME A
Warrior M.D.

URBAN CLINICAL EXCELLENCE

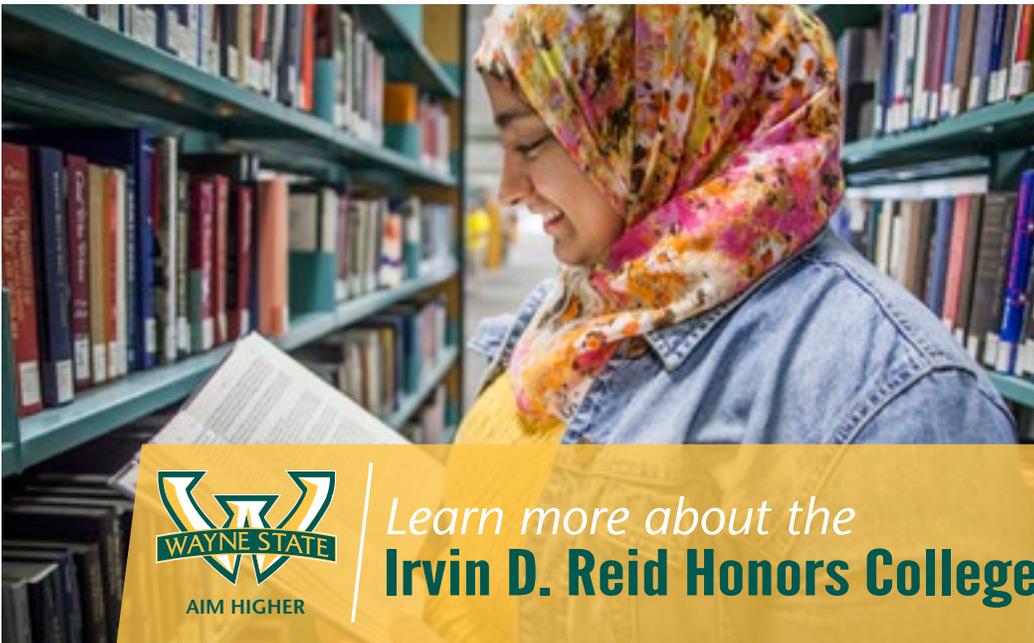
We continued to partner with the School of Medicine on their extensive transformation, helping launch a new website (top left), designing informative print pieces for student recruitment (right), and creating communications for key divisions such as the Office of Diversity and Inclusion (bottom left).



Wayne State University School of Medicine  admissions.med.wayne.edu



Clockwise from left: Newly admitted M.D. students now receive a welcome package complete with a congratulatory certificate of admission and business card. Current medical students have more ways to show their pride with a unique Snapchat filter, new T-shirts, lanyards and other giveaway items that support outreach efforts on and off campus.



Learn more about the
Irvin D. Reid Honors College

*National Merit
Semifinalist Student Panel*



IRVIN D. REID HONORS COLLEGE

community • service
HONORS
research • career

Madge and Bill Berman and the Irvin D. Reid Honors College cordially invite you to the ninth annual Honors Scholarship Dinner celebrating

*Honors College
Scholarship Recipients*

Wednesday, October 26, 2016
5:30 p.m.
Wayne State University
St. Andrew's
5105 Anthony Wayne Drive
Detroit, MI 48202

Your generous support of scholarships has a significant and tangible impact on students' lives. Please join us at this special event to meet the Irvin D. Reid Honors College students who benefit from your investment in their education.

To RSVP, please call 313-577-0300 by October 19 or visit specialevents.wayne.edu/honors-scholarship-dinner2016.

Please see map on reverse side.

HEADED TO MED SCHOOL?
Start your journey in Detroit.



Irvin D. Reid Honors College

Strong academic performance in prerequisite classes and a competitive score on the admissions test
Wayne State's Pre-Med and Health Science Center was created to help targeted students stay on track. Expert advisors will not only offer course selection guidance, they'll aim you toward workshops, tutoring and specialized academic programs when you need extra support.

Demonstrated commitment to health care with an emphasis on patient experiences
Wayne State invites first-year students into the lab for research opportunities not offered to undergrads at other universities. Intellectually curious students can explore in a range of disciplines and settings — from gazing through a microscope to interviewing patients in clinics. WSU's Undergraduate Research Opportunities Program will help you find the right fit — and give you a leg up on the competition.

Established record of community service and extracurriculars
Joining a student organization connects you with like-minded students, allowing you to forge connections that will be valuable down the road. Through fun, educational and altruistic activities, you'll build leadership skills and gain hands-on experience that will help you throughout your education and well into your career. Wayne State offers hundreds of student organization options, including the American Medical Student Association and the Pre-Professional Medical Society.

Strong letters of recommendation from instructors
When you become a member of the Irvin D. Reid Honors College, you'll be embraced by a community of scholars within a major urban research university. Through a city-based, service-oriented program, the Honors College creates countless opportunities to work alongside faculty members who are world-renowned experts in their fields.

Because of Wayne State's strategic partnerships with major medical institutions, students benefit from unparalleled access to cutting-edge health care experiences — right in their own backyard. Join us:

Office of Undergraduate Admissions
wayne.edu/admissions

Irvin D. Reid Honors College
honors.wayne.edu

Pre-Med and Health Science Center
wayne.edu/advising/pre-health

RIDWAN ALAM was a standout member of the Irvin D. Reid Honors College who graduated from WSU summa cum laude with a bachelor of science in biological sciences with departmental and university honors. After earning a research award to study at Johns Hopkins University School of Medicine, he reflected upon his time at Wayne State:

With Henry Ford Hospital and the Detroit Medical Center in such close proximity, the shadowing opportunities were limitless at Wayne State. More than anything, these shadowing experiences confirmed my desire to pursue medicine as a career. Unexpectedly, shadowing also sparked my interest in research; even though medicine has made amazing strides in the past century alone, there are still many questions that doctors need answered. I wanted to be a part of this intellectually stimulating academic society and help medicine move forward — that's why research became one of my passions.

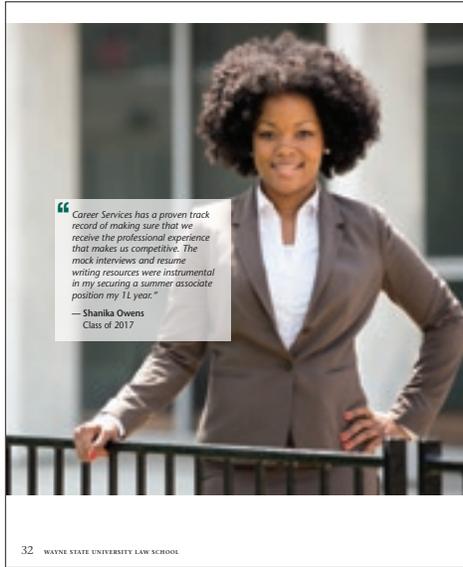
Ridwan's hands-on neurology research projects under experienced investigators at two separate hospitals resulted in him having two papers published by the time he was a WSU senior. He says the benefits he gained through undergraduate research were numerous and profound:

Wayne State is a phenomenal institution, and I have nothing but great things to say about the school that gave me the tools to be where I am today. I will admit, it was very difficult to leave home for uncharted territory, but I could not pass up the once-in-a-lifetime opportunity to learn at Johns Hopkins, one of the best medical institutions in the world.

From informational booklets to event invitations and program promotions, we help the Irvin D. Reid Honors College make a lasting connection with the best and brightest future Warriors.



law.wayne.edu



“Career Services has a proven track record of making sure that we receive the professional experience that makes us competitive. The mock interviews and resume writing resources were instrumental in my securing a summer associate position my 1L year.”
—Shanika Owens
Class of 2017

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Career Services

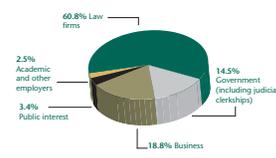
Career Services provides comprehensive career planning assistance through individual counseling, mock interviews, networking receptions, on-campus recruitment programs, panel presentations and skills workshops. We also maintain an online job bank that allows our students and graduates to search for full-time, part-time and summer employment opportunities.

Our goal is to help you market yourself confidently and professionally throughout your career and develop lifelong strategies for professional advancement.

With the Law School's urban location and proximity to law firms, courts, government offices and nonprofit agencies, our students have a wide variety of employment options. Among graduates of the class of 2015, 87.4 percent were employed within 10 months after graduation.



Employment statistics



Above chart is based on Wayne Law class of 2015

About 60 area law firms participate in Wayne Law's on-campus interview program annually. Some of those participants include:

- Bodman
- Butzel Long
- Clark Hill
- Dickinson Wright
- Dykema
- Foley and Lardner
- Horngren
- Jaffe
- Miller Canfield
- Flunkett Cooney
- Trost and Trost
- Vannum
- Warner Norcross & Judd

2017 ADMISSIONS BULLETIN 33

The **WAYNE LAWYER**
Winter 2016, Volume 31, No. 1

ENTREPRENEURS
Wayne Law alumni, students succeeding as innovators in numerous fields

Wayne State University Law School
Damon J. Keith Center for Civil Rights

Wayne Law's increasing national reputation as the leading public interest law school in the Midwest is a result of Damon J. Keith Center for Civil Rights and the many remarkable opportunities available to our students.

Like our namesake, the Damon J. Keith Center for Civil Rights at Wayne State University Law School is dedicated to making equal justice a reality for all who are burdened by discrimination.

The Keith Center is a hub for civil rights teaching, research and advocacy, training and inspiring the next generation of civil rights leaders. The center works in Detroit, Michigan, throughout the United States and beyond. We believe our communities need institutions that nurture social conscience and illuminate today's challenges in the continuing climb toward equality.

At the center:

- Stakeholders gather to analyze policy.
- Law students teach a civil rights curriculum to high school students.
- Leaders dive into the issues of the day, such as tax foreclosures, water shutoffs and police-community relations.
- Civil rights icons present public lectures.
- Leaders from dozens of organizations address issues of structural racism in Detroit through the Detroit Equity Action Lab, supported by a three-year, \$1.3 million grant from the W.K. Kellogg Foundation.
- Community-based organizations find support.
- Scholarly work is published about how the law and social justice impact one another.

The center also offers the public our nation's first and only repository dedicated to African-American legal history along with a traveling exhibit about the 14th Amendment's guarantee of equal protection under the law.

Contact the Keith Center at (313) 577-3620.

AIM HIGHER

keithcenter.w

Wayne State University Law School
Be part of a growing Midtown Detroit

Midtown Detroit is a hub for innovation, opportunity and entrepreneurship. Within the neighborhood's two square miles lies the largest concentration of cultural, educational and medical institutions in southeast Michigan — not to mention two radio stations, a symphony orchestra, nine theatres, five museums and more than 30 restaurants. Wayne Law is in the heart of Midtown, and at a time of unprecedented growth, there's never been more momentum on campus and in the city.

Midtown is one of the fastest-developing areas in Detroit with a wide variety of housing options, including new condos, townhomes and apartments. All are walking distance from the area's museums, galleries, theatres, shops and restaurants away from campus. Downtown Detroit and the historic Corktown and Woodbridge neighborhoods have their own distinct flavors.

Learn more about Detroit and its surrounding communities at:

- apartmentlist.com
- cascorridor.wordpress.com/current-properties
- downtownmidtown.org
- hopdads.com/detroit-mi/apartments-for-rent
- livewithwoodbridge.com
- metro-apartments.com
- studioapartments.com
- www.tulsa.com/MI/Detroit
- zillow.com/detroit/mi/apartments
- zumper.com

Do you want to avoid a commute? Walk to class? Live among other law students? As a Wayne Law student, you can live right on campus in any of our furnished or unfurnished apartments or in the Towers Residential Suites. Visit the WSO Office of Housing and Residential Life online at housing.wayne.edu, call (313) 577-2116 or email housing@wayne.edu for more information about on-campus living.

Questions regarding Midtown Detroit? Visit law.wayne.edu/detroit or contact the Admissions Office at lawinquire@wayne.edu or 313-577-3937.

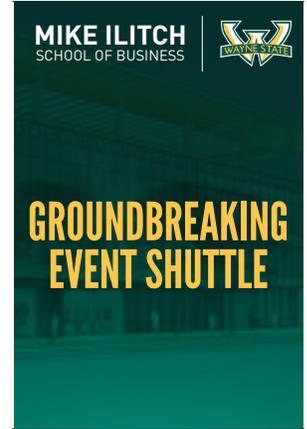
AIM HIGHER

law.wayne.edu/detroit

As Wayne Law continues to establish itself as a premier public interest law school, we help it showcase achievements to important stakeholders and connect with the next generation of lawyers, advocates and alumni.



MIKE ILITCH SCHOOL OF BUSINESS

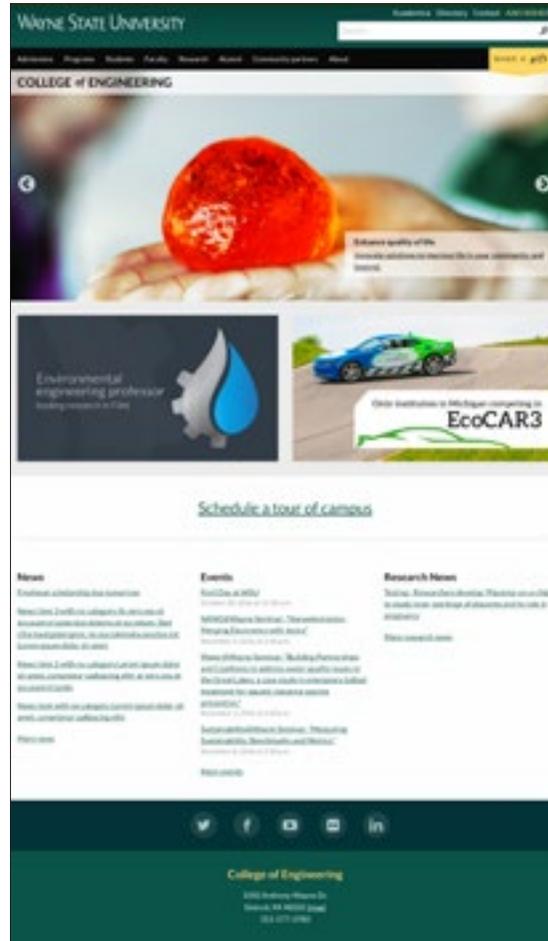
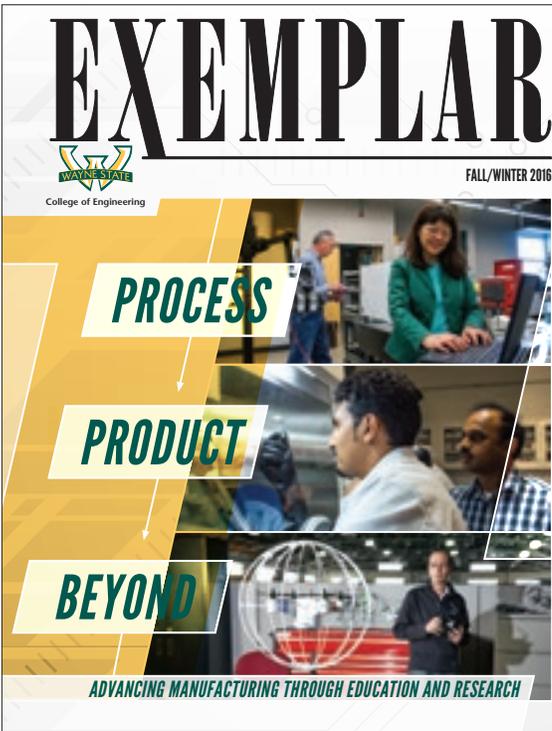


We were an important partner as the Mike Ilitch School of Business broke ground on its new home in The District Detroit. We also continued our collaboration to help the School of Business enhance branding efforts in print and online, connect with current and prospective students, and coordinate on-campus events.



GHAFARI HALL





We helped spread good news and streamline information, launching new websites for the College of Engineering (right) and Division of Research (bottom). We also published the latest edition of the College of Engineering's widely distributed *Exemplar* magazine (above).

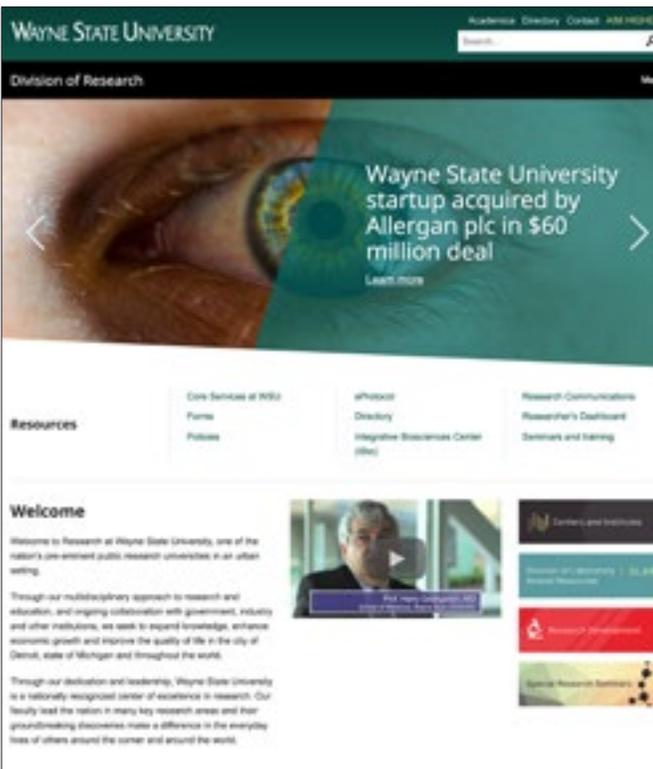


PHOTO OF THE DAY



Last year, we launched the Photo of the Day campaign in an effort to engage the campus community and call attention to one of Wayne State's most distinctive characteristics: its location. Since we started asking students, faculty and staff to share their unique perspectives, we've seen a tremendous response, with more than 500 total submissions and an average of three unique submissions per day. Photo of the Day has become a popular way for all members of the Wayne State community show off an incomparable campus and share their Warrior pride.

AIM HIGHER

ABOUT ADMISSIONS & AID PROGRAMS CAMPUS CULTURE RESEARCH STUDENTS ATHLETICS

Photo of the Day

WEDNESDAY, OCTOBER 26, 2016
The Pillars of The Prentis
Photo submitted by Preston DeBorja

Photo of the Day archive

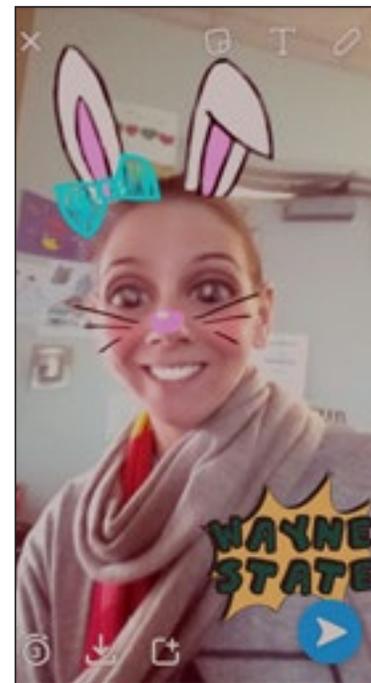
Submit your photo

Wayne State's campus is unique because it's located in a major metropolitan city. Our home in Detroit's Cultural Center puts us in the middle of an exciting, ever-changing scene.

We're looking to tell our story in pictures and could use your help. Whether it's the amazing architecture around us, beautiful vistas over campus or an throughout Midtown, we want to see it all.

Please share the special shots you've captured. This could be the center of the photo. Let's inspire each other and show off this fabulous place!

First name
Last name
Email *
Twitter or Instagram handle (so we can tag you in the post) @yourhandle
Description *
Upload image *
Choose file | Use the camera

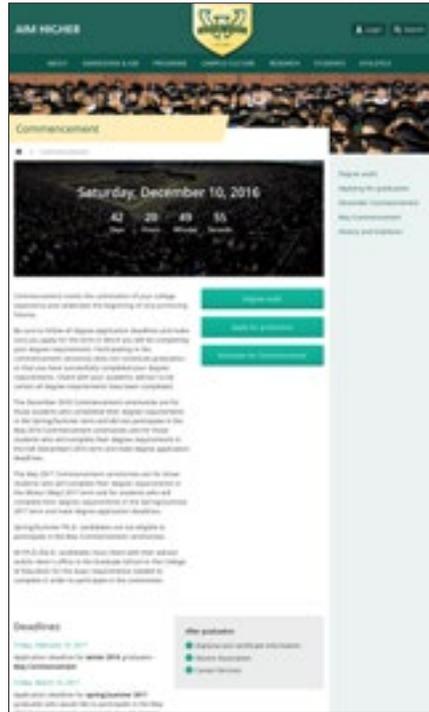
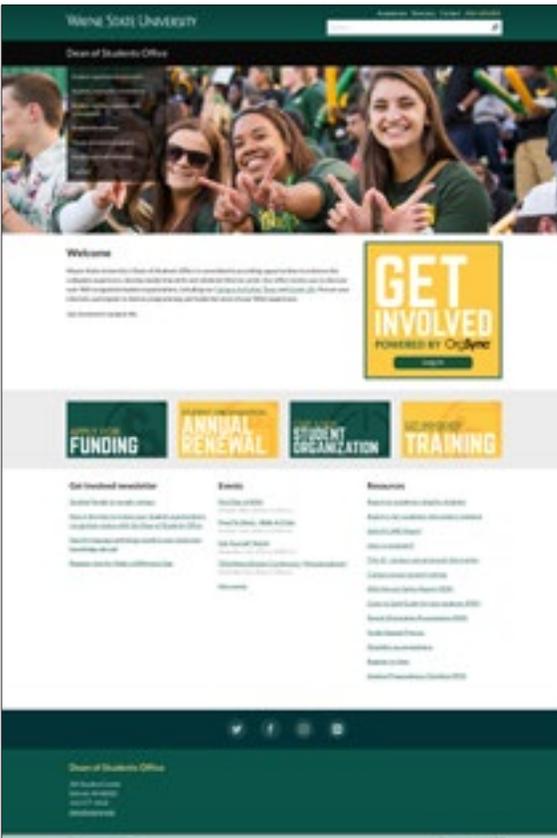




SUPPORTING AND CELEBRATING STUDENTS



Supporting current students through key processes such as registration, enrollment verification, degree progress and graduation is essential to their success. But it's also important to celebrate their achievements. We use a variety of methods both in print and online to cut out confusion and help them stay on track. And through the new Aim Higher in Action campaign, we've used the successful blueprint of the Professors Who Do campaign to single out students who embody what it means to Aim Higher.



Top: Redesigned websites for the Dean of Students Office and Commencement make it easier for students to access important information at any stage of their academic careers.

Bottom: Coordinated print and digital campaigns helped students understand their role in the new enrollment verification process and guide them toward timely graduation.

AIM HIGHER IN ACTION



"Wayne State feels like home. This environment has changed me in the best possible way."

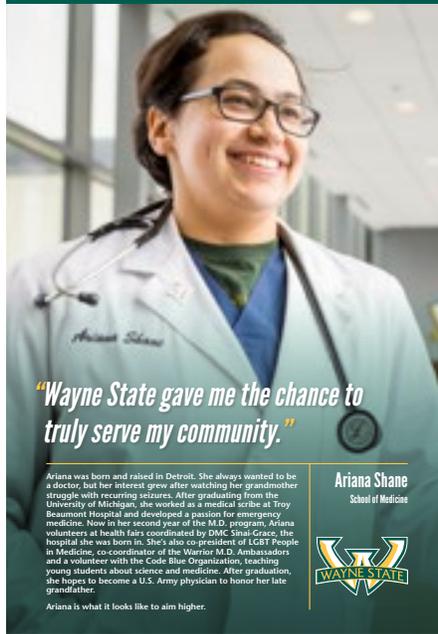
Dazmonique "Daz" Carr came to WSU from Lewistown, New Jersey, on scholarship to join the track and field program's first official class. Studying kinesiology with a minor in nutrition and food science, she's fostered a passion for serving Detroit's youth. She mentors students at Blanche Kelso Bruce Academy on fitness, nutrition and transitioning to high school. She's also a volunteer coordinator for NutriWayne, a student ambassador, a volunteer at Detroit Children's Center and a dedicated contributor to the College of Education's community outreach initiatives. This all-region student athlete's next step is to graduate and qualify for the 2020 Olympic trials. After that, she plans to build a career teaching inner-city youth how to lead healthy lives through proper nutrition and exercise.

Dazmonique is what it looks like to aim higher.

Dazmonique Carr
College of Education



AIM HIGHER IN ACTION



"Wayne State gave me the chance to truly serve my community."

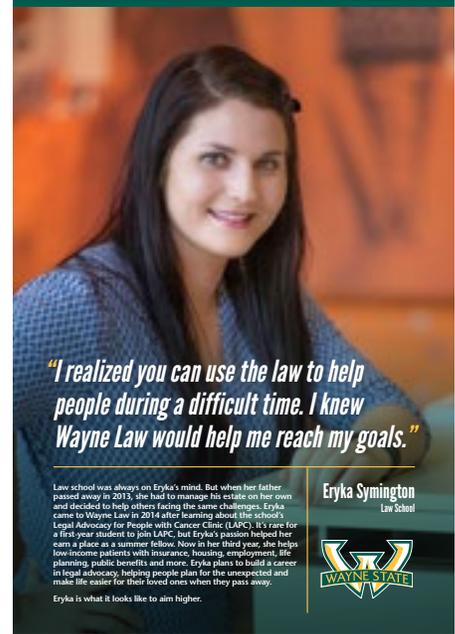
Ariana was born and raised in Detroit. She always wanted to be a doctor, but her interest grew after watching her grandmother struggle with recurring seizures. After graduating from the University of Michigan, she worked as a medical scribe at Troy Beaumont Hospital and developed a passion for emergency medicine. Now in her second year of the M.D. program, Ariana volunteers at health fairs coordinated by DMC Sinai-Grace, the hospital she was born in. She's also co-president of LGBT People in Medicine, co-coordinator of the Warrior M.D. Ambassadors and a volunteer with the Code Blue Organization, teaching young students about science and medicine. After graduation, she hopes to become a U.S. Army physician to honor her late grandfather.

Ariana is what it looks like to aim higher.

Ariana Shane
School of Medicine



AIM HIGHER IN ACTION



"I realized you can use the law to help people during a difficult time. I knew Wayne Law would help me reach my goals."

Law school was always on Eryka's mind. But when her father passed away in 2013, she had to manage his estate on her own and decided to help others facing the same challenges. Eryka came to Wayne Law in 2014 after learning about the school's Legal Advocacy for People with Career Clinic (LAPCC). It's a unit for a first-year student to join LAPCC, but Eryka's passion helped her earn a place as a summer fellow. Now in her third year, she helps low-income patients with insurance, housing, employment, life planning, public benefits and more. Eryka plans to build a career in legal advocacy, helping people plan for the unexpected and make life easier for their loved ones when they pass away.

Eryka is what it looks like to aim higher.

Eryka Symington
Law School



AIM HIGHER IN ACTION



"My goal has always been to change the world — one person at a time."

Growing up on Detroit's west side, Keiara has walked in picket lines, organized neighborhood patrols and championed positive change in her community. She is an accomplished singer and multi-instrumentalist who's performed in five different languages. At Wayne State, she's been a member of the Public Relations Student Society of America, Pre-Law Student Association and Comedia Scholars. She served as president of the Campus Ministry for two years and is currently director of community affairs for the Student Senate. After earning her bachelor's in public relations, Keiara is pursuing a master's in urban planning with a concentration in housing and urban development, which she'll use to help bring Detroit's revitalization from the city center into the neighborhoods.

Keiara is what it looks like to aim higher.

Keiara Bell
College of Liberal Arts and Sciences



AIM HIGHER IN ACTION



"Everyone should be able to live a healthy life, and I want to help ensure that."

A refugee of the 2006 Lebanon War, Abbass is channeling his difficult experiences to address health disparities in Detroit. Besides fleeing the country, Abbass and his family sought refuge in the mountains of Lebanon, relying on foreign aid for basic necessities and a free clinic for medical care. When he came to Detroit and noticed many communities facing similar problems, he decided to take action. Abbass founded MediQ, Medical Equity at Wayne State, a nonprofit student organization focused on reducing health disparities and promoting equity in the health care system. By categorizing disparities, students in MediQ work in schools and communities to solve problems with a specific focus. Abbass is looking for ways to expand the organization to other universities and, after graduation, he plans to establish free clinics throughout Detroit.

Abbass is what it looks like to aim higher.

Abbass Berjoui
College of Liberal Arts and Sciences



AIM HIGHER IN ACTION



"I chose to study environmental science to understand the influence of humans on the earth's ecosystems."

Meet Andrew Camilleri. His research has taken him from collecting invasive species in the murky waters of the Clinton River to analyzing the DNA of E. coli in Lake St. Clair. His most recent endeavor found him knee-deep in the frigid Rouge River searching for stoneflies with the nonprofit organization Friends of the Rouge. For Andrew, this extracurricular research is a chance to make a bigger impact on the environment — specifically, the world's waterways. To make that dream a reality, he's applied to graduate programs in ecology across the country and plans to continue on to a Ph.D. in the subject — a decision inspired by his research at Wayne State.

Andrew is what it looks like to aim higher.

Andrew Camilleri
College of Liberal Arts and Sciences



EVENTS



From groundbreaking ceremonies to visits from dignitaries, the Special Events team handles every facet of event planning to make sure things run smoothly. We support them with programs, signage and other materials to make sure every attendee enjoys their experience. We also coordinate events on and around campus to engage the Midtown community and connect with students in new and exciting ways.

CELEBRATING
50 years
**WAYNE STATE UNIVERSITY'S
 POLICE DEPARTMENT**

K-9 Unit

50th ANNIVERSARY
 Police Department

Attention Wayne State University
 spring/summer and fall 2016 graduates

**SAVE THE DATE FOR
 GRAD EXPO
 2016**

Tuesday, Wednesday and
 Thursday
 Nov. 15, 16 and 17
 8 a.m.-5 p.m.

Wayne Center and
 WSU Bookstore
 (Center of Woodward
 and Warren)

Comencement Office
 Special Events and Services
 P.O. Box 52959
 Detroit, MI 48202

PAID
 10/15/16

AIM HIGHER

Mike Ilitch School of Business
 College of Engineering
 Eugene Applebaum College of Pharmacy and Health Sciences
 School of Social Work

Saturday, December 10, 2016
 2 p.m.
 Matthei Physical Education Center
 5101 John C. Lodge, Detroit

Doors open at 12:30 p.m. *Guests must be seated by 1:45 p.m.
 Please see important guest information on reverse.

COMMEMENT
 WAYNE STATE UNIVERSITY
 2016

Return Address Starting
 10/15/16
 For Return to University

**WARRIOR
 DAYS
 2016**

MONDAY, SEPT. 12
University Address
 Student Center Building, Room 104, 10 a.m.
 President's Key: Will be open for campus community
 about the state of the university.

American Red Cross Blood Drive
 Student Center Building, Room 104, 11 a.m. (volunteers only
 and enter code WSD to receive your spot)

Success Night
 Student Center Building, Room 104, 11 a.m. (volunteers only
 and enter code WSD to receive your spot)

**Student Veterans Organization
 Fall Welcome Back**
 Room 400, 11 a.m. - 2 p.m.
 Join the Student Veterans Organization as it provides outreach
 and collaboration in a central format for Wayne State alumni,
 staff and students.

**Oakland Center Student
 Success Night**
 23152 St. 23 Oakland, Birmingham, Ala., 5-7 p.m.
 Learn more about student support services at the WSU
 Oakland Center, including academic and financial aid
 advising, light refreshments served.

TUESDAY, SEPT. 13
American Red Cross Blood Drive
 Student Center Building, Room 202, 11 a.m. - 2 p.m.

Taste of Detroit
 Campus and Midtown Community, restaurants and vendors.

U-Create: Poké Hunt
 Student Center Building, Lower Level, 8-11 p.m.
 Come join the Campus Activities Team for a poké hunt,
 Pokemon raffle!

WEDNESDAY, SEPT. 14
American Red Cross Blood Drive
 Student Center Building, Room 202, 11 a.m. - 2 p.m.

Student Organization Day
 Student Center Building, Room 202, 11 a.m. - 2 p.m.
 Learn about the more than 400 student organizations
 on campus and how you can get involved.

Farmers Market
 5401 Cass Avenue, 11 a.m. - 4 p.m.
 Call for more information and to reserve a table at an outdoor
 market. You'll be able to pick up for delivery.

THE SHOP
 5401 Cass Avenue, 11 a.m. - 4 p.m.
 Call for more information and to reserve a table at an outdoor
 market. products and merchandise in a lively setting.

THURSDAY, SEPT. 15
American Red Cross Blood Drive
 Student Center Building, Room 202, 11 a.m. - 2 p.m.

Citizenship Festival
 Student Center Building, Room 202, 11 a.m. - 2 p.m.
 Come celebrate Wayne State's diverse community!

**Alpha Phi Omega
 Informational Meeting**
 Student Center Building, Auditorium B, 5-6:30 p.m.
 A national leadership service organization founded on
 the principles of leadership, philanthropy and service.

**Thursdays in the D: Detroit
 Experience Factory Bus Tour**
 7-9 p.m.
 Come join the Campus Activities Team while we tour Detroit.
 Drinks will be served at 9 p.m. outside of Double Crown on
 Anthony Wayne Drive and at University Towers on Cass Avenue.

FRIDAY, SEPT. 16
Women's Volleyball vs. Tiffin
 Matthei Physical Education Center, 7 p.m.

SATURDAY, SEPT. 17
Women's Volleyball vs. Ashland
 Matthei Physical Education Center, 2 p.m.

You Can't Take It With You
 8-10 p.m.
 Enjoy a classic, nostalgic carnival about an imagined escape with
 nothing to bring but your family together over dinner.

Tailgate Party
 Matthei Physical Education Center, 4-6 p.m.
 Join the Campus Activities Team as we prepare to support our
 Warriors on the field in the first game of the season.

**Warrior Football Home Opener
 vs. Lake Erie**
 8 p.m.
 Arrive early to enjoy a pre-game market where all students
 will receive a free T-shirt to help show their school pride.

Football Game After-Party
 Matthei Physical Education Center, 6-11 p.m.
 Sing after the game and enjoy a DJ, glow laser tag, video games,
 inflatable and much more.

**Warrior
 WEDNESDAY**

**TRADE ANOTHER
 COLLEGE'S SHIRT
 FOR A FREE
 Wayne State Tee!**

HERE

Top: We helped WSUPD celebrate 50 years of service in July, and we make sure graduates are prepared for their own celebration by coordinating Grad Expo and Commencement.

Bottom: The second annual Warrior Days brought the campus community together for a weeklong celebration to kick off the fall 2016 semester. And the Warrior Wednesdays Trade Your Tee initiative saw a four-hour window where nearly 350 students traded in other colleges' apparel for new Wayne State gear.



For more information, visit wayne.edu/warriordays.



wayne state **in**SIDERS



- UPCOMING EVENTS**
- Knowledge on Tap** — The Chemistry of Beer: From Bench to Barstool
 - WSU Insiders** — Project Runway Wayne State, exploring the fashion design and merchandising program

Wayne State Insiders continues to give faculty, staff, alumni, families and friends a unique look at the university. Each month, more than 1,000 people are invited to campus to learn more about Wayne State’s positive impact in our region and important role in Detroit’s urban renewal. Meanwhile, Knowledge on Tap has become a wildly popular mainstay at Hopcat Detroit, bringing faculty members into the community to share their knowledge on everything from eating insects to revitalizing urban neighborhoods.



The second annual Baroudeur cycling event brought more than 850 participants to campus, where they started and finished a ride through Detroit and surrounding communities. We helped create press materials, secure sponsors and recruit volunteers for this highly anticipated event, which raised more than \$2,300 for student scholarships. Sign up at baroudeur.wayne.edu to take part in next year's ride on Aug. 19.



VIDEO CONTENT

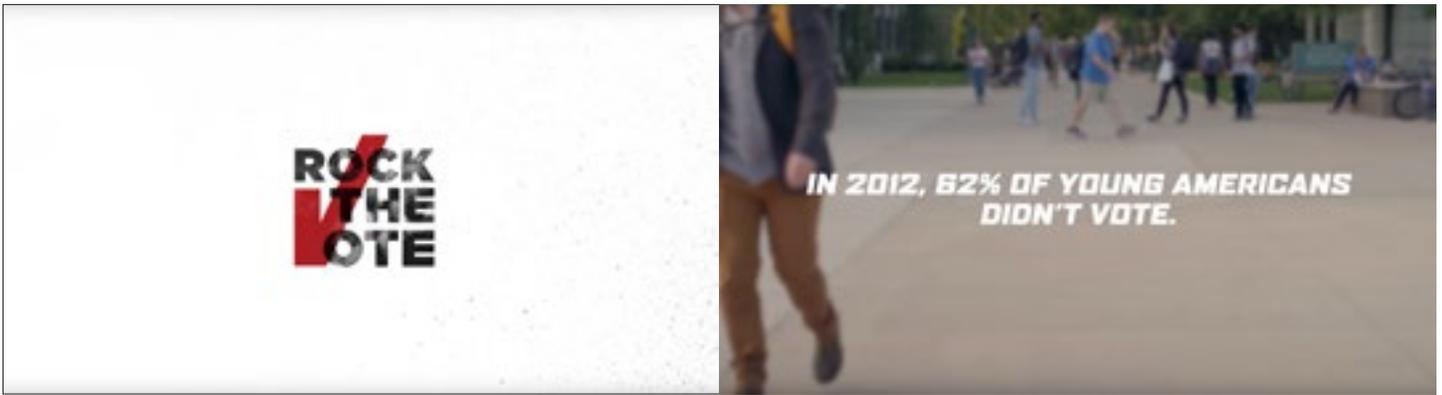


University Television brings Wayne State to life through creative projects and live coverage, working with clients to stream events and craft unique videos that engage, educate and celebrate. We share these videos with the world on YouTube or with key stakeholders as part of larger campaigns, using compelling content to speak to new and familiar audiences on campus and around the world.



Top: We showed how Wayne State students and faculty in the College of Fine, Performing and Communication Arts are pushing the boundaries of creativity and artistic expression in the CFPCA's "Be Inspired" video.

Bottom: Wayne State alumni make a measurable impact in Michigan and around the world. They shared how their Wayne State education helped them thrive in a recent video for the Alumni Association.



Top: Doritos visited campus to help drive voter registration and show Wayne State students what it means to have a voice as part of their “No Choice” campaign.

Bottom: New videos for the School of Medicine captured medical students’ journeys at WSU from the White Coat Ceremony through Commencement and showcased what it means to be a Warrior M.D.

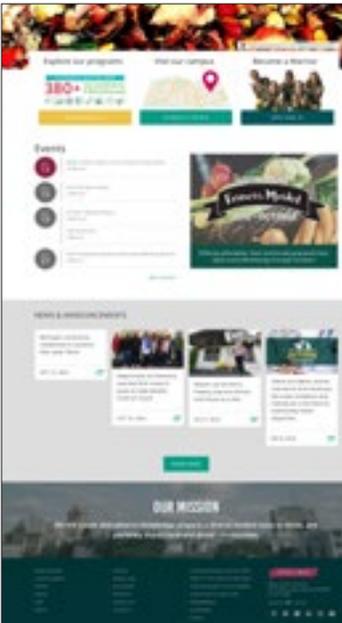




HLC ACCREDITATION



Wayne State has been continuously accredited by the Higher Learning Commission (HLC) for more than a century. As we prepare for the next round of HLC evaluation in March, we're using creative messaging and targeted outreach to explain the accreditation process and promote the university's mission, vision and values.



AIM HIGHER

2017 HLC REGIONAL ACCREDITATION at Wayne State University

What is accreditation?

For more than a century, Wayne State has been continuously accredited by the Higher Learning Commission (HLC), the federally recognized accrediting agency for all Michigan universities.

In March 2017, Wayne State will undergo the next round of evaluation. HLC representatives will be reaching out to the university community in the coming months before visiting campus to conduct their formal evaluation process on **March 6 and 7**.

For detailed information about the 2017 HLC accreditation process, visit hlc.wayne.edu.

Why is accreditation important?

Accreditation directly reflects the quality of a Wayne State education, validating the hard work of students, faculty and all those who contribute to the university's success.

External accreditation allows Wayne State to:

- Continuously improve the quality of programs
- Offer new degrees and certifications
- Sustain access to federally subsidized financial aid
- Enable programs to receive public funding, including grants and contracts

The Wayne State University mission

During their campus visit on March 6 and 7, HLC reviewers will ask students, faculty and staff about the university's mission and strategic plan.

Create and advance knowledge, prepare a diverse student body to thrive, and positively impact local and global communities.

Learn more about the university's five-year strategic plan, *Distinctively Wayne State*, at strategicplan.wayne.edu.



DISTINCTIVELY
Wayne State University

The university's mission statement

Create and advance knowledge, prepare a diverse student body to thrive, and positively impact local and global communities.

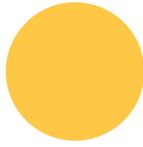
I live this mission by ...

Name

Email address

Take the mission social with #myWSUmission.

PRESIDENTIAL COMMUNICATIONS



We work closely with President M. Roy Wilson to support and enhance his connection with the Wayne State community. Through speeches, written correspondence, videos and more, we help President Wilson engage with everyone from prospective students to prominent partners. As Wayne State continues to thrive, our collaboration with President Wilson helps him spread the word about the great things happening every day in the heart of Detroit.



NEW STUDENT CONVOCATION

Tuesday, August 30, 2016

AIM HIGHER

CONVOCATION CEREMONY

Welcome to Wayne State University. My fellow "Warrior of Convocation" is the ceremonial start to your journey here at Wayne State. Today, you'll be introduced to campus leaders, then hear some advice from a faculty member regarding the most of your Wayne experience. Afterwards, you and your families are invited to join us at football for great food, games and information on some of our many student organizations.

As you're probably beginning to discover, Wayne State is a place of opportunity and excellence. You will have access to a broad range of degree programs, world-class research and teaching by talented faculty, international opportunities, intramural and intercollegiate sports, and a bustling campus life.

Let's explore our vibrant Midtown community, filled with art galleries, theaters, museums, restaurants, shops and sports arenas. This is an exciting time for you, and for this great institution as well—a time of change, of growth, and of inspiration. I hope you'll find that the "Warrior spirit" is infectious.

I'm delighted you've been and look forward to hearing about your future successes, both as a student and as a Wayne State University graduate. See it all on your journey.

M. Roy Wilson
President

WELCOME
David Stubb
Dean of Students

NATIONAL ANTHEM
AND "TRINITY BIRDS"
GREETINGS AND INTRODUCTION
David Stubb

WELCOME FROM THE BOARD OF GOVERNORS
Carol S. Pickett, Chair, Board of Governors

WELCOME FROM THE FACULTY
Lisa Bennett, President
Academic Senate, Professor of Chemistry,
College of Liberal Arts and Sciences

WELCOME FROM THE STUDENT SENATE
Anthony Hill, President
Student Senate

WELCOME FROM THE PROVOST AND INTRODUCTION OF KEYNOTE SPEAKER
Karl Young
Provost

KEYNOTE ADDRESS
Matthew J. Allen, Professor and Chair,
Chemistry Department, College of Liberal Arts and Sciences

PRESENTATION OF THE INCOMING CLASS OF 2020

CLOSING REMARKS
David Stubb

RECESSIONAL

Thank you to members of the 2016 Student Assembly and to the dozens of faculty members, staff, and students who helped make this convocation a success. We hope you'll find it a great start to your journey at Wayne State. We look forward to seeing you again at our next convocation. Thank you to all who participated in today's convocation.

Health Disparities Research - Wayne State University's 'Perspectives'

Wayne State University 506 views

Published on Sep 20, 2016

"Perspectives" is a video newsletter that shares observations and comments from President M. Roy Wilson on matters affecting Wayne State University. In this "Perspectives," President Wilson discusses what Wayne State is doing to combat health disparities, from co-sponsoring an annual Meyer's Summit to dedicating on-campus research with global impact. <http://president.wayne.edu>

Perspectives

Comments from Wayne State University President M. Roy Wilson





WSU IN THE NEWS



The Office of Communications is the primary liaison between the university and the news media, supporting the Marketing and Communication office's mission through proactive media relations and rapid response to media issues and inquiries. The communications team collaborates with the broader WSU community to identify, develop and distribute stories that reflect the university's goals of teaching, research and community service.

Detroit Free Press, WJBK Fox 2, WDET-FM, WJRT-TV (Flint), WWJ-AM, WJR-AM, 6/8; WXYZ-TV, 6/7

Wayne State offers free parking for newly admitted freshmen

University Research Corridor, 6/3

Addressing health disparities: Wayne State University's IBio Center

WJR-AM, 6/17

Healthy Urban Waters Initiative

New York Times, ABC News, 7/8

Researchers move forward on study on Flint water, health

Detroit News, Mlive, WJR-AM, MY TV20, WJBK Fox 2, WWJ-AM, WXYZ-TV, WJRT-TV (Flint), WDET-FM, WDIV-TV, Charlotte Observer (Charlotte, N.C.), KUSI-TV (San Diego), Houston Chronicle, Bio Space, Greenwich Time (Greenwich, Conn.), NWITimes (Indiana), Daily Detroit, San Francisco Chronicle, Alpena News, Michigan Chronicle, Crain's Detroit Business, The Architects Newspaper, Detroit Legal News, Commercial Property Executive, Detroit Auto Scene, 7/20

Construction to start on WSU's Ilitch business school

Detroit Free Press, 8/12

Wayne State MBA enrollment grows 85 percent over 2 years

WJBK Fox 2, WWJ-AM, 8/27

Wayne State welcomes a record 1,000 freshmen on move-in day

Detroit Free Press, Detroit News, WXYZ-TV, Crain's Detroit Business, Daily Detroit, San Francisco Chronicle, Houston Chronicle, 9/16

Wayne State University has first enrollment jump in 7 years

Detroit News, American School & University, Reading Eagle (Reading, Penn), WDIV-TV, WJR-AM, WWJ-AM, 9/22; Detroit Legal News, The Daily Progress (Charlottesville, Va.), 9/23

WSU gets \$2.5M from Lear Corp. for business school

Newsweek, News-Medical, The Fresno Bee (San Francisco), 9/28; The Washington Times, CBS Detroit, Fox News Health, 9/29

Wayne State University awarded \$15.7 million NIH grant to address HIV prevention among youth





Wayne State University Board of Governors
Gary S. Pollard, *chair*, Paul E. Massaron, *vice chair*, Diane L. Dunaskiss,
Marilyn Kelly, David A. Nicholson, Sandra Hughes O'Brien,
Dana Thompson, Kim Trent, M. Roy Wilson, *ex officio*